

## LOW VISUAL IMPACT LABELING METHOD AND SYSTEM

### Abstract

A method of forming symbols, characters, and other images from a light polarizing material including machine readable indicia enabling automated identification of articles is disclosed. A light polarizing material is applied over a reflective layer in a machine readable pattern. The material may be an image imprinted on a label with a light polarizing material on a substrate such as a transparent oriented film. In one aspect, a mail processing system includes a computer including a database of destination codes corresponding to a plurality of mail pieces for delivery to at least some of the destination codes. A media applicator utilizes the database for generating and applying a light polarizing material to a label or article to form a machine readable indicia, including the destination code for each of the plurality of mail pieces. A mail sorting system utilizing the label includes a camera with polarized lenses for filtering light reflected from indicia formed from a light polarizing material on the label. A detector associated with each of the lenses for detecting reflected light and generating a signal in response thereto. Signals from the detector are compared by a computer that produces an electronic image or pattern corresponding to the machine readable indicia and generates a sorting signal based upon the indicia which is transmitted to a mail sorter where the mail pieces are sorted.